



FIVE KEY STEPS TO BECOME A SEO EXPERT

Whenever you search anything on Google, SEO decides what appears first. Mrkt360, a Google Partner, shares expert tips to boost rankings.

Keep Your Site Clean and User-Friendly

Optimize for both users and search engines by using clear URLs (e.g., [yoursite.com/your-product/](#)) and organizing pages under subdirectories. Avoid excessive duplicate content; focus on unique, high-quality pages.



Use the Write Approach

Create readable, useful content to rank higher. Link to key resources for credibility. Avoid copied text—AI increases plagiarism risks. Use AI for ideas, but your unique voice makes content valuable.



Think About How It Appears in Search

Once optimized, focus on how your site appears in search. Titles, descriptions, and keywords impact ranking. Use tools like Google Trends and WordPress features to refine and enhance visibility.



Visual content is key when used appropriately

Text alone won't engage users or drive traffic. Use relevant, optimized images and videos to boost engagement and rankings. Balance ads to avoid distractions and ensure a smooth user experience.



Get Your Site Noticed

Building a well-optimized site is just the start. Ads (Google, social) boost visibility, while organic social sharing and profile links drive steady traffic. Promotion is key to attracting visitors.



Why Guess When You Can Hire the Best?

Short on time or need expert SEO?

Mrkt360, Toronto's top SEO agency, boosts your online presence and rankings. With 10+ years of experience, we help you grow. Schedule a free consultation today!

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